

CHEVROLET SLATWALL REFRESH CONCEPT

Fresh ideas and new slatwall designs mean more interest from showroom customers and increased sales, so use this fall/winter protection parts concept as is or adapt it to your individual market. Using this concept, you can [download the Chevrolet Accessories Premium All-Weather Floor Liner video](#) and upload it to a tablet that sits conveniently on the slatwall. Update quarterly and watch the results!



- A. The all-new Mini Floor Liner Convertible Display features a scaled-down sample of the Colorado Floor Liner to provide the actual look and feel of its bigger sibling. The display can be removed temporarily for on-the-spot presentations. Use the DCI Order Form to order Item Number 804135525. Cost: \$30 plus shipping
- B. Consider mounting a personal tablet onto your display to showcase the Floor Liner introductory video that outlines key features and benefits. To download the video, [click here](#)
- C. All-Weather Floor Mats for Cruze, P/N 23244126
- D. Roadside Assistance Package for Camaro, P/N 23351905
- E. Rear Splash Guards with Logo for Colorado, P/N 23278169
- F. In-Channel Side Window Weather Deflector in Smoke Black by EGR® for Suburban, P/N 19329333
- G. Black Bowtie Front Grille and Endgate Emblems for Silverado, P/N 23463799
- H. Cargo Liner for Traverse, P/N 23190664
- I. Chrome Molded Hood Protector for Silverado, P/N 19302745
- J. Molded Front Splash Guards, Black Grained for Silverado, P/N 22894857
- K. Trailer Hitch Close-Out Cover for Colorado, P/N 23287550
- L. Cargo Net for Malibu, P/N 22923513
- M. Chrome Outside Rearview Mirror Cover for Colorado, P/N 22956243
- N. Cargo Organizer – fits most vehicles, P/N 19202575

UPDATE SLATWALLS QUARTERLY – [DOWNLOAD THE FLOOR LINER VIDEO TODAY](#)

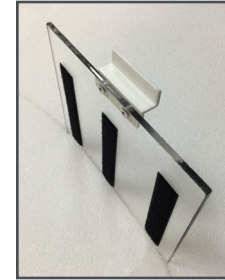


ACCESSORIES

CHEVROLET SLATWALL REFRESH CONCEPT

ORDER THESE PARTS TO DUPLICATE THIS SLATWALL:

Vehicle	Item #	Description	Dealer Net	MSRP
Cruze	23244126	All-Weather Floor Mats	\$91.00	\$130.00
Camaro	23351905	Roadside Assistance Package	\$38.50	\$55.00
Colorado	23278169	Rear Splash Guards with Logo	\$35.00	\$50.00
Suburban	19329333	In-Channel Side Window Weather Deflector in Smoke Black by EGR®	\$76.00	\$95.00
Silverado 1500	23463799	Black Bowtie Front Grille and Endgate Emblems	\$84.00	\$120.00
Traverse	23190664	Cargo Liner	\$87.50	\$125.00
Silverado 1500	19302745	Chrome Molded Hood Protector	\$132.00	\$165.00
Silverado 1500	22894857	Splash Guards - Molded Front Set, Black Grained	\$35.00	\$50.00
Colorado	23287550	Trailer Hitch Close-Out Cover	\$17.50	\$25.00
Malibu	22923513	Cargo Net	\$35.00	\$50.00
Colorado	22956243	Chrome Outside Rearview Mirror Cover	\$87.50	\$125.00
Variety	19202575	Cargo Organizer	\$91.00	\$130.00



A ONE-TWO PUNCH FOR ADDED VISUAL APPEAL.

This fall/winter, create more visual appeal with a one-two punch that encourages customers to spend more time interacting with your slatwall display.

The all-new Mini Floor Liner Convertible Display (above left) features a scaled-down Colorado Floor Liner created in actual liner material. The display saves valuable space and hangs on a special freestanding easel that can be temporarily removed for on-the-spot customer presentations. Order Item Number 804135525 on the DCI Order Form. The cost is \$30 plus shipping.

For even more visual appeal, securely mount a personal tablet onto your display (above right). The photo detail outlines how it can be easily built from Plexiglas® sheet, a short length of Z-angle bracket, a pair of rivets or bugle-head allen fasteners and three strips of self-stick hook-and-loop fasteners. You can download a Floor Liner introductory video that outlines key features and benefits for customers.

[Download the video by clicking here.](#)



MAKE SLATWALL SPACE WORK HARDER.

In addition to installing the space-saving Mini Floor Liner Convertible Display, you can also make every available inch of slatwall space work even harder for your fall/winter protection accessories by posting photos of larger items.

For example, the Cargo Liner photo to the left effectively conveys the accessory look and feel without unnecessarily sacrificing space to the full-size item. Post some brief product information (along with the Part Number and MSRP) to complete your seasonal sales message.